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FANCY LEAVED CALADIUMS

by

W. S. Donnelly

Azalea Gardens
Sebring, Florida

Unequalled Quality
Backs up our Guarantee

AZALEA GARDENS, SEBRING, FLA.

FANCY LEAVED CALADIUMS FOR 1935

We wish to express to our many friends and customers, our heartfelt thanks for your many expressions of confidence in the past, and trust that we may continue to merit same in the future.

REMEMBER OUR GUARANTEE

If our bulbs do not please you, and if you do not think they are the most beautiful Caladiums you have ever seen (after they leaf out) then return them to us with the names intact and we will refund your money and transportation charges.

BELIEVING that the Florist would rather know something about what he is paying his money for, rather than buy "a cat in a bag," we are this year sending you this descriptive illustrated list. Keep it for future reference.

TERMS

Cash or C. O. D. Our low price is based on buy-for-cash, and that makes it possible to offer you the BEST at a low price.

RESPONSIBILITY. Orders are accepted upon the condition that they shall be void should injury befall the stock from any condition not under our control, such as frost, wind, fire, etc.

CLAIMS. Shortages, damaged stock, etc., must be reported and claim made immediately upon receipt of shipment.

SHIPPING. Express service over two trunk line railroads: Seaboard Air Line Ry., and Atlantic Coast Line Railroad, in addition to Parcel Post. Shipments that are heavy can be sent by boat from Jacksonville to New York, Boston, Philadelphia, etc.

PLEASE give complete shipping instructions.

GUARANTEE: We guarantee our stock to be well grown, healthy, firm true to name and description and properly packed. In no case shall our liability be more than the original invoice value. **WE GUARANTEE SAFE DELIVERY TO YOUR DOOR.**



PRICES AND SIZES

Prices quoted are in U. S. currency, and for named varieties and our **FLORISTS' SELECTIONS** are \$9.00 per 100. Price of our Gold Medal Mixture \$8.00 per 100.

Our bulbs are sold only in sizes from 1¼ to 3 inches in diameter. This gives you bulbs of prime vitality in all cases.

Not less than 25 bulbs of any one variety at the 100 rate. This applies to our Florists Selections and Gold Medal Mixture.

Note: Advertised prices in current issues of the Florists' Review always supersede prices in this list. Read your trade journal—it pays!

WE RESERVE the right to substitute with equally as good or better varieties when the stock of one is depleted, unless instructed by you to the contrary.



To our friends in foreign countries, we ask that you remit by New York draft or International Money Orders, as usual, including postage to the amount of \$1.75 for prepayment of each 100 bulbs.



INFORMATION FOR YOU, MR. FLORIST, READ CAREFULLY:

Some varieties of Caladium hybrids, make comparatively small bulbs, but 80% of our varieties produce large bulbs with plenty of eyes, (see note under view of our plantings for 1934). Our Nos. 80 (E. O. Orpet) 91, 96, 97, 101 and 121 produce bulbs averaging only about 1¼ to 1½ inches in diameter, but these throw as many and as fine leaves as the larger bulbs.

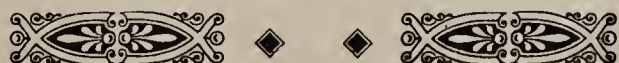
- | No. | Name and Description. |
|------|---|
| 103. | THOMAS TOMLINSON. English introduction of great beauty. Considered with Mrs. Haldeman and Hortilaria as one of the 3 best red Caladiums grown. It is partly transparent brilliant red with a narrow green border. The interspaces are sometimes more or less mottled with white and green. Extra fine. |
| 44. | MRS W. B. HALDEMAN. One of the showiest and most popular of all Caladiums. Very strong grower; medium size leaf of attractive bright red; narrow green border. Interspaces splashed white. Finally whole leaf is a deep pink. Has no equal. |
| 87. | RIO DE JANEIRO. Entirely transparent crumpled leaf of loveliest bright rose, heavy scarlet ribs, narrow green border. Won't stand sun. |
| 101. | SCARLET PIMPERNELLE. The King of Caladiums for color contrast. Leaf powdery white; center is one large scarlet splash without veins or ribs; border creamy yellow. It is a poor bulb producer. |
| 96. | RISING SUN. Showy brilliant red center and ribs on dark bronzy green ground. Leaf profusely spotted transparent pink. Very fine and new. |



SPECIAL. We are offering this year for the first time, a new variety of Caladium, which is the outcome of many years' work to produce a really worth while strap-leaf Caladum. Our No. 80, which we have named E. O. Orpet, is a beautiful deep scarlet leaf, with hardly any trace of green except at the narrow border. The leaves are abundantly produced, from 8 to 12 leaves being normal, and are about 6 to 8 inches long and 2 to 2½ inches wide, tapering to a point. Another valuable characteristic is that the plant remains in growing condition all winter, and does not lose its foliage. See illustration. Price : \$20.00 per 100, for bulbs 1 to 1¼ in.

AZALEA GARDENS, SEBRING, FLA.

- | No. | Name and Description. |
|------|--|
| 79. | MRS. FANNIE STENBRIDGE MUNSON. Recent English variety of great beauty. Medium leaf, entirely transparent bright rose pink, with ribs of a slightly deeper hue. Has a slightly perceptible network of pinkish-green in upper part of leaf. Sold out. |
| 91. | POECILE ANGLAIS. Dwarf and distinctly beautiful, with waved leaves. Center a deep crimson with bluish tint bordered metal green. Outstanding Florists' variety and produces an abundance of leaves. |
| 121. | RICHARD F. DECKARD. Now offered for the first time is this beautiful seedling of a Caladium hybridizer in London. Large leaf (7x9 inches) brightly colored a rich rose pink with crimson ribs. Between the veins are lilac pink blotches. Bronze pink margin. |
| 97. | MRS. ARNO H. NEHRLING. Dwarfish grower, producing many pointed leaves of a beautiful bronze pink shade, overlaid with vermilion ribs, and a bronze-green network near margin, which is a deeper bronze. |
| 99. | DR. H. NEHRLING. Satin-finish leaf, entirely transparent, bright rose pink, with crimson ribs. Occasional green flecks appear at very edge to define a margin. Sold out. |



We can honestly say that we are not in the Caladium business primarily to see how much we can get out of it, but to show you and thousands of your customers, what REAL beautiful Caladiums are, and prove that this beauty exists in spite of all the junk you have seen and still see.

We believe in our Caladiums, but what better method could we use to serve you, than to let YOU be the judge?

The purpose of this catalog has been to present facts, and give you a chance to find out for yourself AT NO COST if not pleased, what GOOD Caladiums are.

- | No. | Name and Description. |
|------|--|
| 115. | ZOE MUNSON. Dwarfish grower, with many leaves. Transparent snow-white, but a pink flush can be seen if the hand is held behind leaf, which is rounded and rather small, hardly any green margin, beautifully crumpled. Raised green veins. No bulbs to offer this year. |
| 120. | PETER P. SCOTT. Bold bright red center, narrow green margin. Finally the entire leaf is a rich red, making it one of the finest of all Caladiums on account of its uniform coloring. A new English introduction, much different from other reds. |
| 125. | MARY, QUEEN OF SCOTS. Very bold grower with unique coloring! Creamy white, with red blotches and dots. The dots are transparent. Different shades of green blotches make the leaf very pretty. |
| 135. | MADemoiselle JACQUELINE CHERUIT. A newly introduced French seedling. The leaf is transparent, and the center a rich lilac pink with narrow cream ribs. The narrow margin is greenish cream color with very fine darker green network. Sold out. |



Cultivation of Caladiums

The following applies to pot culture; for ground beds, the same procedure may be followed, or better, turn the plants out of the pots when ready to plant, and place directly in ground bed or window-box.

Caladiums will not make beautifully colored leaves if placed in poor soil. They are of very easy culture, and most failures are due to planting them in the first handy worn-out bench soil or other material that comes along. This is to be deplored, as nothing repays a **right start** as much as does the Fancy Leaf Caladium. These plants delight in plenty of humus. They grow in pure humus along the banks of the Amazon River in South America, but for our conditions, as near the following propor-

tions should be used as possible: Use 1 gallon well rotted dairy manure, or woods mold (leaf-mold), 1 gallon good garden soil or rich loam, $\frac{1}{2}$ gallon peat moss and $\frac{1}{2}$ gallon clean sand. Be sure that all potting material is free from highly concentrated chemical fertilizers, but add to each complete batch of above mixture, 1 single handful of castor pomace, or other nitrogenous fertilizer, mixing well. Never use an alkaline soil for Caladiums.

Do not over-pot the bulbs. Use a pot in proportion to the size of the newly planted bulb, and shift when the pots become full of roots, or several bulbs may be placed in a 6 inch pot, in different varieties for color effect.

Watering is very important. Over-watering is the greatest of all errors in Caladium culture. Water sparingly until the leaves begin to develop, then increase gradually as the plant comes into full growth, after which they must not be allowed to become dry. Heat will be found very beneficial in starting the bulbs into growth, but the pots must not be set too close to pipes.

Give the Caladium a right start—it doesn't need a great amount of attention—and it will more than repay your efforts.



About Eyes

Certain varieties will not produce a profusion of eyes under any treatment. Poor kinds always make more eyes in addition to huge bulbs, 6 inches in diameter, which cost you more to transport. We have known for many years how to make most of the beautiful kinds of Caladiums produce many eyes, and do so, but as stated, some will not make many offsets under any conditions. The lack of chlorophyl (green) in our highly colored Caladiums gives you the exact thing that you want—COLOR, which is more essential than bushels of propagating stock for us. We serve you, not ourselves and prefer to produce color rather than millions of offsets.

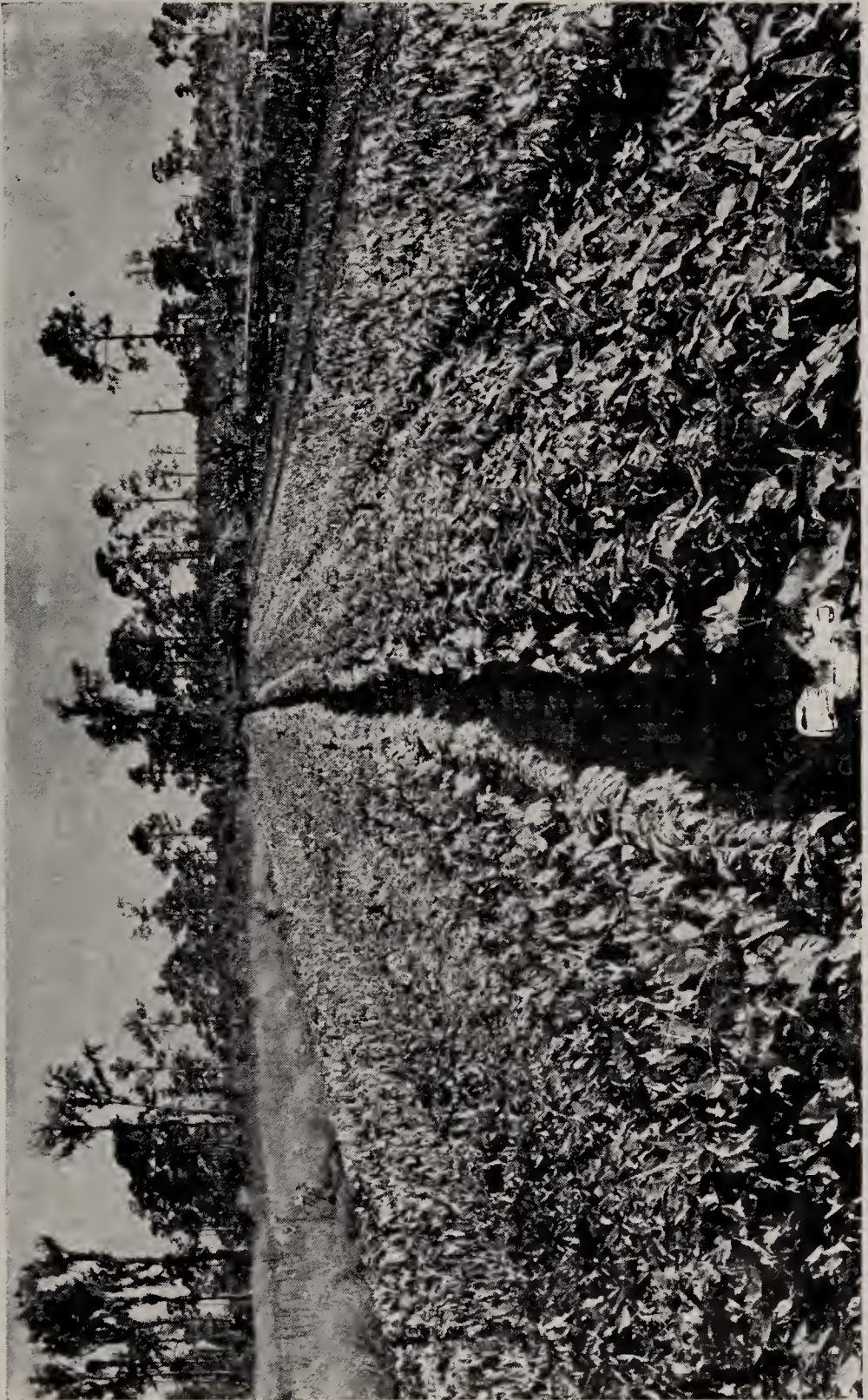


Top row, left to right—No. 99, No. 91, No. 42, No. 97, No. 40.

Middle row, left to right—No. 87, No. 135, No. 96, No. 98, No. 121.

Bottom row, left to right—No. 101, No. 50, No. 80, No. 49, No. 44.

Note transparency of Nos. 99 and 97 (top row) Nos. 87, 135 and 121 (middle row); Nos. 49 and 44 (bottom row). The Nos. 91 and 40 in top row, being very deep dark red, and reflecting only a small amount of light, did not photograph well, as is the case with No. 96, middle row, No. 50 and No. 80. Only to convey some idea of how the color zones are arranged in certain varieties.



View of our caladium planting for 1934. The man in centre of the picture stands 500 feet from camera.

Photograph taken in October 1934, just before digging was begun. Note uniformity of growth

The Why and Wherefore

A stock of poor GREEN varieties can be worked up quickly. The reason we can offer the world's very finest varieties at such a low price is that we have worked up a very large stock of good ones by withholding from the market each year a certain number of bulbs to build up our stock with, instead of selling every available bulb just to get more money. In this way we have made these good kinds available to you at a low price.

Our list of 29 varieties covers the entire range of beautiful colors that really exist in Caladiums. We are sure there are many of these you have never seen. Even in 29 varieties, we must admit there is some duplication, but not duplication in all respects, as for instance one variety will have slightly similar coloring as another, but its form is different, and vice-versa, so that our list comes as near to being without duplication as is possible. Then think what a great amount of duplication there must be in 85 or 100 varieties, when the grower just picks up anything that comes along and grows it because it is a Caladium.

WHERE did our Collection of fine Caladiums come from? Here is the answer: First, you must know that in Europe, Caladiums have always, it seems, been more popular than in America, but their popularity here has been gaining steadily, as our business shows. European hybridizers have been working with Caladiums for many years in order to supply the demand for more beautiful colorings. Consequently their productions are really the only ones worth while, in addition to some varieties produced by fanciers in Brazil. Even in large collections we have imported from Europe and South America, we have found sometimes that only 5% of the total was worth putting into the trial beds a second year. And many additional varieties were discarded the second year, as being unsuitable in growth and color characteristics.

American hybridizers have either not known how to hybridize or they gave up too easily, not having enough patience to produce fine colored

Caladiums. It takes much patience and experience in any event. There are only one or two hybridizers in America now who cross-pollenize Caladiums, and they, sad to say, grow on every seedling produced, with no thought for beauty, and forgetting that only one in 500 is worth while. What they have not known is that the pollen of *Alocasia metallica* (a related genus) is what is needed to put vivid color in Caladiums where it is found difficult to make them produce the desired colors.

Do You Want 1000 Varieties?

We could produce 85 named hybrids by cross-pollinization, or 8500; but what is the use, since only 1 seedling in 500 is worth while. The trouble now is too much duplication of varieties and no concentration on those really worth while. There are too many varieties in existence now that are claimed to be "distinct." We have picked the best, and offer them to you to keep you from wading through the maze of Caladium names (over 2,000 have been described).

Through the infinite patience of English and French hybridizers and others, the cream of their stock, produced over a period of many years is now offered to you for the first time at a low price. You have never seen, or dreamed, that such Caladiums as these existed.

Having read our guarantee, you will see that it will cost you absolutely nothing to find out what REAL Caladiums are, because if they don't suit you, you don't have to keep them. We claim to have the best and want you to see what they are like. You take no risk, and this is an opportunity to build business as Caladiums are great favorites among plant and flower lovers. Don't offer poorly colored stock, but offer something really worth while, and see the difference. Our Caladiums cannot be found anywhere on a department store counter, therefore you have the advantage. They are distinct!

No.	Name and Description.
61.	DAISY. Deep red ribs and center, edged old gold and spotted lighter green. Leaf crinkled and with a narrow green border. A lovely dwarf variety.
114.	JOHN PEED. Fine bold plant with many leaves. Center transparent cherry red, with LIGHT green margin. A fine English introduction.
35.	CANDIDUM. An old favorite and popular for Easter. Transparent pure white leaf, bordered narrow green, and with rich green ribs and netting.
69.	GRATIOSUM. Light pink center, bordered by a pink zone and green edge. The leaf is profusely covered with transparent carmine-red specks.
89.	CARO NOME. Whitish, straw-colored leaf with extra heavy scarlet ribs, distinctly zoned transparent carmine-rose. Only a limited quantity. Sold out for 1935.



It is a well known fact that in variegated leaved plants, such as Caladiums, the more chlorophyl, or green, that the leaves possess, the proportionately less colors and variegation they have. We grow Caladiums with **COLOR**, which are not so easily and cheaply produced as inferior varieties with more **GREEN** in the leaves than **COLOR**, and **COLOR** is what Caladiums should have.

You can then see that the more chlorophyl a plant has, as in the case of Caladiums, the faster it grows. It follows that Green Caladiums, more or less void of color, make "shoe-sole" bulbs of great size, and out of shape. We cultivate and fertilize our Caladiums scientifically, and produce a normal size bulb of nice proportions, and with plenty of eyes to produce for you an abundance of foliage, foliage with **COLOR**. **REMEMBER, COLOR COUNTS!** The color of your money is certainly worth the best **COLOR** in Caladiums.

AZALEA GARDENS, SEBRING, FLA.

- | No. | Name and Description. |
|-----|--|
| 40. | HORTILANIA. The brightest and most useful variety for Florists. Deepest blood red splashed leaf; zoned transparent rose; narrow green border. |
| 90. | MADAME JULES PICOT. A beautiful green leaf mottled deep rose; narrow green border and light green veins. This is one of the brightest of them all. |
| 49. | PINK BEAUTY. The delight of those who prefer a pure pink. The leaf is entirely transparent pure light pink, with very narrow green ribs and edge. See illustration. |
| 42. | MARIE MOIR. Like Candidum, except that between each of the heavy green ribs are 2 or 3 transparent spots of transparent rose. Very beautiful. See illustration. |
| 81. | ITACAPUS. Changes from dark rose with heavy scarlet ribs on moss green ground to lovely grayish white bordered with narrow line of light green, and with the whole center a beautiful transparent rose. |
| 98. | MRS. EDITH E. MEAD. Beautiful snow white leaf (not transparent). Prominent red ribs and narrow green edge. Never fails to attract attention. |
| 50. | LADY DRUMMOND. A beautiful, strong upright grower. Center and ribs bright red. The entire leaf is spotted semi-transparent rose. See illustration. |
| 56. | KEYSTONE. Pleasing olive green with pink ribs and veins, speckled light pink. |

IF YOU ARE INTERESTED IN RECEIVING THIS CATALOGUE AGAIN YOU MUST LET US KNOW, OR YOUR NAME WILL BE DROPPED FROM OUR MAILING LIST. WE DO NOT WISH TO SEND COPIES TO ANYONE NOT INTERESTED. IF YOU ORDER FROM US, OR ADVISE THAT YOU WISH THE NEXT ISSUE OF OUR CATALOGUE SENT YOU, YOUR NAME WILL REMAIN ON OUR MAILING LIST.

Something to Think About!

ALMOST ANYONE CAN SELL ON PRICE, BUT TO TALK VALUES REQUIRES SOMETHING WITH WHICH TO BACK UP YOUR STATEMENTS.

Both you and your customers would rather have a beautiful highly colored Caladium than a common sort with little or no color except plain green with a few red and white specks. However, if you have never seen good Caladiums, you will never know the difference. Once people see the better kind, the best of them all, that is what they want, and it's much easier to sell the best when it is known, and at a reasonable price.

Under date of October 18, 1934, there appears a short editorial in the Florists' Review, which is so pointed that we quote it here: "Let the other fellow sell just as cheaply as possible. Always keep in mind the fact that unless you sell at a profit you cannot long stay in business; it is true for the other fellow, too."

Some florists will say "I don't want any caladiums. People just don't buy them." Now, Mr. Florist, you will admit that 99-44/100% of the people love beauty, and it could be possible they did not like something offered them because of lack of beauty in it. Try our Caladiums, keeping our guarantee in mind.

WE ARE IN BUSINESS TO GIVE YOU VALUE, AND VALUE AND HIGHEST QUALITY ARE WHAT YOUR MONEY RIGHTLY DESERVE. YOU ARE TO BE THE SOLE JUDGE OF OUR STOCK, AND WHAT WE CLAIM FOR IT

NOTE—You may wonder why we can offer the finest Caladiums in existence for such low prices, when others are asking more. It is mainly because of our improved methods of growing which eliminates all waste of stock and energy, and because we sell for cash. Therefore you do not have to pay for the bulbs the other party gets and doesn't pay for.

AZALEA GARDENS, SEBRING, FLA.

SHADE-GROWN AND OPEN-GROWN

Our Caladiums are grown in the open ground, in full sun. Hence they produce fine large, healthy bulbs, sound in every respect. When grown in shade, the leaves are very long and spindly and this leaf growth is made at the expense of the bulb in every case, because the leaf will try to reach the light.

Florists must not of course try to grow Caladiums in full sun, as in northern latitudes the sun's rays are more direct, and will burn the beautiful leaves. Here in the South we can do it without injury to the plant or bulb. You will find, however, that many varieties will stand more direct light than others. Usually the delicate transparent kinds will not stand direct sunlight

SOME CALADIUMS IMPORTED BY US OVER A PERIOD OF 20 YEARS

From Brazil, one grower, 576 varieties; From England, 1 grower, 212 varieties, another, 361 varieties; From France, 1 grower, 287 varieties; From Belgium, 1 grower, 193 varieties; From Germany, 1 grower, 442 varieties, another 350 varieties; From India, a collector-fancier, 309 varieties.



CACTI AND SUCCULENTS FOR MINIATURE GARDENS AND NOVELTY CONTAINERS

(Left Out of This List, Account of December, 1934 FREEZE)

SPECIMEN CACTI

We prepared to furnish some very fine specimens native to Florida, in any sizes desired, and to furnish specimens of many in cultivation. Gardens, which are not natives. Write when you would be interested in. You will find that one or two call-growing columnar Cacti in your shop will draw a great many visitors in addition to making sales for you.

AZALEA GARDENS

Sebring, Florida

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